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Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------100773 072041Z /45
P 071947Z JUN 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2739
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMEMBASSY WARSAW
AMCONSUL LENINGRAD

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USDOC FOR BEWT/TPD (THOMPSON)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: TRADE PROMOTION SCHEDULE FOR 1980

REF: USDOC 9030

1. WHILE IT IS NOT POSSIBLE TO COMMENT FIRMLY ON S/ME THEMES PROPOSED REFTEL UNTIL SOVIET CHAMBER OF COMMERCE SCHEDULE FOR 1980 BECOMES KNOWN, WE HAVE SCREENED SUGGESTED TOPICS WITH FOLLOWING RESULTS AND COMMENTS:
A. AIRPORT SYSTEMS - CHAMBER WILL HOLD SPECIALIZED INTERNATIONAL EXHIBITION ON SAME TOPIC MAY 22-31, 1979. ALTHOUGH NOT IN SAME FY, BELIEVE THAT MARKET DOES NOT WARRANT ADDITIONAL APPROACH IN FY '80.
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B. FROZEN FOOD EQUIPMENT - "INPRODTORGMASH 78", TO BE HELD THIS JULY, WILL INCLUDE EQUIPMENT OF THIS TYPE. ADDITIONALLY, WE WONDER IF THIS MIGHT NOT BE INCLUDED IN KIEV FOOD PROCESSING SOLO, SHOULD IT BE HELD, RATHER THAN HOLD SEPARATE EVENT.
C. INDUSTRIAL WELDING - THIS IS A VIABLE THEME.
D. NEW CONSTRUCTION TECHNOLOGY WITH WOOD - WHILE NOT

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EXPLICITLY STATED IN FAIR
CATALOG, WE BELIEVE THAT SOVIET INTERNATIONAL EXHIBIT
ON WOODWORKING IN 1979 WILL COVER SOME OF THIS EQUIPMENT
WE ALSO UNDERSTAND THAT THERE IS SOME RELUCTANCE ON PART
OF U.S. WOODWORKING INDUSTRY TO EXPORT. PERHAPS INTERIOR
FINISHING EQUIPMENT WOULD BE AN ADEQUATE REPLACEMENT.
E. PROCESS CONTROL EQUIPMENT - RECOMMEND THAT THIS EVENT
BE LIMITED TO AN INDUSTRY OTHER THAN CHEMISTRY, SINCE
CHEMICAL ANALYTICAL EQUIPMENT S/ME MAY ALSO BE HELD
DURING SAME FY. THIS WOULD ALSO PRECLUDE FERROUS METAL-
LURGY SINCE "STEEL '78" S/ME WOULD COVER MUCH OF SAME
AND SOVIET CHAMBER IS HAVING SIMILAR EVENT (NONFERROUS
METALLURGY) DURING NOV-DEC, 1979. ALTERNATIVELY, WE
MIGHT CONSIDER EITHER PROCESS CONTROL OR ANALYTICAL
EQUIP-MENT IN THE CHEMICAL INDUSTRY, BUT NOT BOTH IN
SAME FY.
F. MEDICAL EQUIPMENT - WITH OUR PARTICIPATION SCHEDULED
IN INTERNATIONAL MEDICAL EXHIBITION REFTEL, PARA.
2(E) FOR MAY-JUNE 1980; A MEDICAL SHOW SCHEDULED FOR
POZNAN, APRIL 1980; A POSSIBLE TSS ON SAME THEME IN EE,
AND A POSSIBLE S/ME ON EMERGENCY MEDICAL EQUIPMENT IN
APRIL 1979, WE BELIEVE THIS THEME WOULD REPRESENT TOO
MUCH ACTIVITY IN ONE MARKET SECTOR.
G. MINI-COMPUTER APPLICATIONS - ACCEPTABLE. RECOMMEND
S/ME BE TARGETED, HOWEVER, TOWARDS BUSINESS/MANAGEMENT
APPLICATIONS.
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H. ELECTRICAL ENERGY CONTROL SYSTEMS - WOULD APPRE-
CIATE MORE DEFINITION OF THIS THEME BEFORE COMMENTING.
I. LASERS AND ELECTRO-OPTICS - WOULD APPRECIATE BEING
ADVISED OF INTENDED APPLICATIONS, IF POSSIBLE. COMMENT
WILL FOLLOW.
J. CHEMICAL ANALYTICAL EQUIPMENT AND
L. OFFSHORE OIL AND GAS - BOTH EVENTS ARE VIABLE AND
ACCEPTABLE AND RANK HIGH IN COMMERCIAL POTENTIAL. "OFF-
SHORE '80" COULD ALSO BE PART OF PROPOSED TSS REFTEL,
PARA. 3(H).
K. PRINTING AND GRAPHIC ARTS - SOVIET CHAMBER IS PLAN-
NING A 2ND INTERNATIONAL EXHIBITION "PRINTING MACHINERY"
TO BE HELD JULY-AUGUST, 1980. AN S/ME ON THIS TOPIC, IF
HELD, WOULD HAVE TO BE SCHEDULED FOR OCTOBER '79, WHICH
WOULD BE NINE MONTHS FROM CHAMBER'S SHOW IN ORDER NOT TO
CONFLICT AND TO MINIMIZE RECRUITING PROBLEMS.
M. COMMUNICATIONS EQUIPMENT - HIGH END OF THIS TECH-
NOLOGY WOULD, PRESUMABLY, RUN INTO EXPORT LICENSING DIF-
FICULTIES. REQUEST BEWT/TPD PROVIDE MORE SPECIFICS ON
INTENDED THEME.
2. IN SUMMARY, WE PRELIMINARILY RECOMMEND FOLLOWING
S/ME SCHEDULE FOR FY '80 (RANKED CHRONOLOGICALLY,

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RATHER THAN BY POTENTIAL):
A. PRINTING AND GRAPHIC ARTS, OCT '79
B. OFFSHORE OIL AND GAS, NOV. '79
C. CHEMICAL ANALYTICAL EQUIPMENT OR PROCESS CONTROL IN CHEMICAL INDUSTRY, DEC '79
D. PREFABRICATED BUILDING COMPONENTS AND TECHNOLOGY, JAN '80 (NEW SUGGESTED THEME)
E. MINI-COMPUTER APPLICATIONS IN BUSINESS AND MANAGE-

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MENT, FEB '80
F. INTERIOR FINISHING, MAR '80 (NEW SUGGESTED THEME)
G. MATERIALS HANDLING, APR '80 (NEW SUGGESTED THEME)
H. IRRIGATION, MAY '80
I. INDUSTRIAL WELDING, SEPT '80
MATLOCK

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